

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 CIAE-00 INR-10 LAB-04 NSAE-00
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P 221154Z MAR 78
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 3367
AMEMBASSY COPENHAGEN
AMEMBASSY HELSINKI
AMEMBASSY OSLO
AMCONSUL GOTEBOG POUCH

UNCLAS SECTION 1 OF 2 STOCKHOLM 1174

FOR BED/OIM: TRAFTON

E.O. 11652: N/A
TAGS: BEXP, SW
SUBJECT: MARCH SHOW PRELIMINARY REPORT

REF: STOCKHOLM 1075

1. SAFETY & SECURITY EQUIPMENT.
2. US TRADE CENTER FOR SCANDINAVIA, MARCH 14-17, 1978.
3. FORTY-ONE EXHIBITORS (33-NTM, 8-PTM).
TWENTY-ONE PARTICIPANTS (19-NTM, 2-OTM).
4. ACTUAL SALES DURING SHOW: \$308,400; SALES EXPECTED NEXT
12 MOS: \$2,003,500 (PRELIM.).
5. ACTUAL SALES NTM: \$308,400; OTM: \$ZERO.
PROJECTED SALES NTM: \$1,842,500; OTM: \$161,000.
6. TWENTY-TWO EXHIBITORS SOUGHT REPRESENTATION
AND REPORTED 113 EXREP LEADS.
7. ELEVEN EXHIBITORS APPOINTED 13 REPRESENTATIVES.
8. FIFTEEN EXHIBITORS EXPECT TO APPOINT 30 ADDITIONAL
REPRESENTATIVES.

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9. REGISTERED VISITORS: 813 PLUS HANDCOUNT OF 91, FOR A TOTAL
OF 904.
10. SUCCESS STORIES:
 - A. BRK ELECTRONICS, NTM, AURORA, ILLINOIS, INTRODUCED
IONIZATION TYPE SMOKE DETECTORS FOR INDUSTRIAL PREMISES FOR
THE FIRST TIME IN SCANDINAVIA AND WILL APPOINT FOUR DISTRIBUTORS
AS A RESULT OF THE SHOW, ONE EACH IN DENMARK, FINLAND, NORWAY

AND SWEDEN. P. FRIIS PETERSEN, DIRECTOR OF BRK'S NORDIC REPRESENTATIVE REPORTED \$600,000 IN FLOOR AND PROJECTED FIRST-YEAR SALES. HE COMMENTED "THE EXHIBITION WAS VERY WELL ARRANGED AND THE INFORMATION SYSTEM ABOUT POTENTIAL REPRESENTATIVES WORKED FINE." CLEARED.

B. UNISEC, NTM, SAN LEANDRO, CALIFORNIA, INTRODUCED ULTRASONIC DETECTION SYSTEMS AND A PERSONAL SECURITY SYSTEM. THEY APPOINTED A DANISH DISTRIBUTOR DURING THE SHOW AND EXPECT TO APPOINT TWO ADDITIONAL DISTRIBUTORS, ONE EACH FOR FINLAND AND NORWAY AS A RESULT OF THE SHOW. CHRISTER FORSBERG, PRESIDENT OF UNISEC'S NORDIC REPRESENTATIVE REPORTED SALES OF \$450,000 IN THE NEXT 12 MONTHS. HE COMMENTED "IT WAS A VERY GOOD SHOW. THE TRADE CENTER SHOULD CONTINUE IN OPERATION. WE SALL ALL OUR CUSTOMERS AT THE SHOW AND, IN ADDITION, MADE OVER 20 NEW CLIENTS WE HAD NOT KNOWN BEFORE." CLEARED.

C. THE MAP CORP., NTM, BOWLING GREEN, OHIO, INTRODUCED A NEW HALONFIRE EXTINGUISHING SYSTEM AND FINALIZED THEIR SWEDISH REPRESENTATION AT THE SHOW. JOSEP D. DUNNE, CHIEF OPERATING OFFICER, REPORTED \$250,350 IN FLOOR SALES AND PROJECTED FIRST YEAR SALES AS A RESULT OF THE SHOW. HE COMMENTED: "THE TRADE CENTER PROVIDED A CONFERENCE ROOM WHERE POTENTIAL CUSTOMERS WERE SHOWN A FILM FROM E.D. DUPONT, WILMINGTON, DELAWARE AND MAP CORP. THIS LED TO THREE DIRECT ENQUIRIES WHICH WILL BE FOLLOWED UP BY LOCAL REP." CLEARED.

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INFO SECSTATE WASHDC 3368
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UNCLAS SECTION 2 OF 2 STOCKHOLM 1174

FOR BED/OIM: TRAFTON

11. SUMMARY AND EVALUATION: IN SPITE OF STOCKHOLM'S HEAVIEST SNOWFALL OF THE WINTER, A LARGE PROPORTION OF THE KEY PROSPECTS FOR SAFETY AND SECURITY EQUIPMENT ATTENDED THE SHOW, VIRTUALLY ALL OF THE PRIVATE SECURITY ORGANIZATIONS, AND FIRMS THAT IMPORT, MANUFACTURE AND MARKET SAFETY AND SECURITY EQUIPMENT, AND THE LARGE FIRMS AND AGENCIES THAT HAVE THEIR OWN SECURITY DEPARTMENTS IN THE WHOLE RANGE OF INDUSTRY COMMERCE, FINANCE, GOVERNMENT, WHOLESALING AND RETAILING. EXHIBITORS TOLD US THAT THE POLICE AND MILITARY SECURITY FORCES WERE ALSO WELL REPRESENTED BY THEIR PURCHASING AND TECHNICAL OFFICERS THOUGH MOST OF THEM DECLINED TO REGISTER AND ARE INCLUDED IN THE HAND COUNT. NOT UNTIL FRIDAY DID THE CUMULATIVE EFFECTS OF THREE DAYS OF UNBROKEN BLIZZARD AT TEMPERATURES WELL BELOW FREEZING HAMPER TRAVEL SUFFICIENTLY TO DIMINISH VISITOR TOTALS SIGNIFICANTLY KEEPING THE TOTAL AT 904. A NUMBER OF EXHIBITORS ATTRIBUTED THE HIGH QUALITY OF THE EXHIBITORS TO THE FACT THAT THE TRADE CENTER EXHIBITION IS THE ONLY SHOW IS SCANDINAVIA TO FOCUS ON SAFETY AND SECURITY EQUIPMENT. THE MAJOR ACHIEVEMENT OF THE EXHIBITION IS FOUND IN THE REPRESENTATION AGREE-

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MENTS CONCLUDED OR UNDERWAY AS A DIRECT RESULT OF THE SHOW. WITH THE HELP OF THE COMMERCIAL SECTIONS, THE NEW-TO-MARKET EXHIBITORS WERE ABLE TO CHOOSE EXPERIENCED FIRMS CAPABLE OF MARKETING THEIR PRODUCTS IN SCANDINAVIA. THIRTEEN AGENTS AND DISTRIBUTORS WERE APPOINTED DURING THE SHOW, 8 SWEDISH, 4 DANISH AND 1 FINNISH. AT THE END OF THE SHOW, EXHIBITORS WERE NEGOTIATING WITH PROSPECTS FOR THE APPOINTMENT OF 30 ADDITIONAL AGENTS & DISTRIBUTORS, 18 SWEDISH, 5 FINNISH, 5 NORWEGIAN AND 2 DANISH. THE US CHARGE D'AFFAIRES VISITED EACH STAND AND WELCOMED THE EXHIBITORS BEFORE THE VIP RECEPTION ON MARCH 14. A SMALL RECEPTION ON MARCH 16 ATTRACTED THE HEADS OF SECURITY DEPARTMENTS OF THE LARGE FIRMS & AGENCIES IN THE STOCKHOLM AREA. A MAJOR FEATURE OF THE PROMOTION CAMPAIGN WAS THE BR CALL CAMPAIGN WHICH INCLUDED EXTENSIVE VISITS THROUGHOUT THE NORDIC AREA. PARTICULARLY EFFECTIVE WAS THE TC DIRECTOR'S CALLS IN DENMARK WHICH RESULTED IN THE PARTICIPATION OF THE EXECUTIVE SECRETARY OF THE DANISH CRIME PREVENTION BOARD IN A SEMINAR PANEL, AND PUBLICITY IN THE JOURNAL OF THE DANISH FIRE PREVENTION COMMITTEE. A PRESS BRIEFING IN OSLO BY THE DEPUTY DIRECTOR RESULTED IN ARTICLES IN TWO NORWEGIAN TRADE PUBLICATIONS.

BR PROSPECTS FROM ALL OVER SWEDEN AND THE NORDIC REGION VISITED THE SHOW. STEPHEN CAM CARPENTER, PRESIDENT OF EURO-MED, REPRESENTING THREE EXHIBITORS COMMENTED: "QUALITY OF PERSONS VISITING STAND WAS EXTREMELY HIGH. MOST WERE DECISION MAKERS, WHICH IS NOT USUAL AT SUCH EXHIBITIONS...IT WAS SOLELY DUE TO PARTICIPATING IN THIS SECURITY SHOW THAT WE WERE ASKED TO PREPARE AND QUOTE FOR A 12,000 CARD READING HEAD ASSEMBLIES AND 50 MILL. CODED CARDS TO A SWEDISH PROSPECT... OUR QUOTE

AND PROTYPE READING HEADS AND CARDS WILL BE SUB-
MITTED BY JULY 1, 1978. VALUE OF EQUIPMENT: \$10,200,000;
VALUE OF CARDS PER YEAR: \$2,350,000; TOTAL: \$12,550,000."
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NOTE THAT THE \$12.5 MILL. FIGURE IS NOT INCLUDED IN THE
REPORTED SALES PROJECTIONS SINCE CARPENTER DOES NOT EXPECT
THE SALE TO BE COMPLETED UNTIL AFTER 12 MONTHS HAS ELAPSED.
PERRY

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